

2020 Better Newspaper Contest

CONTEST RULES

Who can enter?

All ONPA General Press members currently in good standing.

What can be entered?

All issues published during the year 2019 are eligible. Entry content must be produced by full- or part-time employees.

What is the entry deadline?

Printed entries must be postmarked or hand-delivered to the ONPA office by **5 pm Friday, March 20, 2020**, at which time we will also close the online registration. No extensions granted.

Where is the online registration?

Go to **www.betternewspapercontest.com** and click "contestant login" at the top of the page or "Newspaper login" under "Are you a contestant?". Login information is the same as last year.

What are the costs for entering?

A general registration fee of \$25 plus \$7 per entry.

How should payments be made?

Phone: You may either call into the ONPA office at (503) 624-6397 and speak to Allie Tikerpuu at ext 35 or Edward Wistos at ext 30.

Check: Make checks payable to "Oregon Newspapers Foundation" or "ONF", indicate "Contest fee" on it's face, and mail it to ONPA along with the registration form.

Do not include a check or payment info with printed entries.

Payment Deadline: We don't specify a deadline, but we would appreciate receiving payment after entries have been made but before the convention. We will contact you if payment has been significantly delayed.

How are circulation groups defined?

Entries in each category will be judged in the following groups:

Group A: Dailies ~ 25,001 or more circulation

Group B: Dailies ~ 10,001 - 25,000 circulation

Group C: Dailies ~ 10,000 or less circulation

Group D: Multi-issue weeklies ~ any circulation

Group E: Weeklies ~ 3,001 or more circulation

Group F: Weeklies ~ 2,001 - 3,000 circulation

Group G: Weeklies ~ 1,001 - 2,000 circulation

Group H: Weeklies ~ 1,000 or less circulation

Who will judge the contest?

Volunteer staff from newspapers of a TBD press association.

What awards will be given?

Judges will designate a 1st, 2nd, & 3rd place for each competition.

When will winners be announced & presented?

Judging will be completed by April 30, 2020. ONPA will then notify publishers which of their entries received awards.

All awards (except General Excellence) will be presented at the Thursday evening awards banquet at the Summer Convention scheduled July 16, at Mt. Hood Oregon Resort in Welches, Oregon. General Excellence will be presented at the luncheon on July 17.

What if something goes wrong?

Any entry submitted in violation of these rules may be disqualified. Written complaints regarding disqualifications or alleged rules violations must be submitted to the Contest Committee c/o ONPA within 30 days after award presentation. Written complaints **ONLY**. The decisions of the Contest Committee will be final.

How should entries be prepared?

Submit all items in every entry, printed or electronic, as full PDF pages. **Record every entry at the online registration site.**

PDF Entries

Include only pages related to the entry, in a logical order, and use that order when typing the entry title in the online form. If an entry consists of more than one PDF file, upload the files in that same logical order. **Render all PDF files as small as possible.**

Printed Entries

Submit each entry in a separate envelope (at least 9"x12") with the individual entry label attached to the front of the envelope.

If necessary, the entry may be folded or a larger envelope may be used. Staple together related tearsheets, such as jump pages.

Do not make marks on printed pages. If you must mark the location of a headline, photo, or story on a printed page, use a removable label such as a Post-It® Note.

Attach an entry label, printed from the online registration site, with tape to the outside of each envelope, and staple an identical label to one of the items inside the envelope.

Group envelopes into one large envelope/box, with a copy of the registration form, and send to the ONPA office.

CATEGORY DESCRIPTIONS

Categories are grouped into four divisions: 100 General, 200 Editorial, 300 Graphic Arts, and 400 Online. When submitting an entry online, choose the division and then the category. Each category below is preceded by its division.

Important Note:

Entries in all categories are to be submitted as **PDF files** unless it begins with "**Printed Entries**". Each newspaper may submit up to **three entries** per category unless otherwise noted.

101 General: General Excellence

Printed Entries. This category represents the highest award presented to Oregon newspapers, and entries should truly be the best examples of the industry.

Submit **three complete issues**, selected as followed:

Dailies:

Choose an issue from May 2019, one issue from the week of September 16 - 22, 2019 OR December 9 - 15, and one issue from November 2019. Do not duplicate any days of publication. For example, if you submit a Sunday issue from May 2019, your other two issues should be from days other than Sunday.

Non-Dailies:

Choose an issue from each of the following months: February 2019, July 2019, and November 2019.

Judging will be based on general and departmental news, reproduction excellence, advertising enterprise, editorial comment, general appearance, makeup and style, photos and graphics, and thoroughness of local coverage.

102 General: Best Special Section or Issue

Printed Entries. Any progress, historical, building, anniversary, festival or other special edition may be entered, in any format. Each entry consists of a complete copy of one section or issue.

Judging will be based on quality & depth of supporting editorial material, handling of tie-in advertising, makeup, and typography.

201 Editorial: Coverage of Business or Economic Issue

This category emphasizes the newspaper's role in covering America's free enterprise system, with emphasis on local activity. Coverage may include local business, agribusiness, employment & labor issues, or general economics.

Each PDF entry may include an individual story, feature, editorial, or series of articles.

Judging in this category will be based on quality of reporting, originality of idea, clarity of writing, importance of issue to readers, and impact of headlines & graphics.

202 Editorial: Best Editorial

Each PDF entry consists of up to three full-page examples (including jump pages) of editorials written by one individual. Multiple entries by the same writer are not allowed.

Judging will be based on quality of writing, originality, imagination, subject matter, and importance of readers.

203 Editorial: Best Editorial Page

The **single** PDF entry in this category consists of three full-page editorial pages published any day or month in 2019. Dailies: Each page should be from a different day of the week.

Judging will be based on strength and relevance, editorial leadership, local interest (as shown by letters, guest and staff columns), and presentation.

204 Editorial: Best Educational Coverage

This category is for your best examples of education-related reporting. The subject can be hard news or feature. Each PDF entry may consist of an individual article or short series reflecting coverage.

Judging will be based on importance to readers; originality; clarity of writing; and thoroughness of reporting.

205 Editorial: Best Enterprise Reporting

Printed Entries. This category is for your best examples of enterprise and investigative reporting. Keep the subject to "hard news." If the story carries to subsequent issues, include the continuation(s) as part of the entry.

Judging will be based on quality of reporting, clarity of writing, depth of research, timeliness, importance of story to readers, and impact of headline.

CATEGORY DESCRIPTIONS (CONTINUED)

Important Note:

Entries in all categories are to be submitted as **PDF files** unless it begins with "**Printed Entries**". Each newspaper may submit up to **three entries** per category unless otherwise noted.

206 Editorial: Best Feature Story - General

Each PDF entry consists of all pages of a single general feature story (including sports), and sidebars may be included.

Judging will be based on quality of writing; content, originality, imagination, amount & quality of research, and display quality including heads, art, & photos.

207 Editorial: Best Feature - Personality

Each PDF entry consists of a single feature story involving a personality (including sports), and sidebars may be included.

Judging will be based on quality of writing; content, originality, imagination, amount & quality of research, and display quality including heads, art, & photos.

208 Editorial: Best Headline Writing

Each PDF entry consists of six headlines by one headline writer. Include the full page containing each headline, plus all story jump pages. Each newspaper may submit up to **three entries**.

Judging will be based on clarity, aptness & creativity, versatility, and consistent quality.

209 Editorial: Best Lifestyle Coverage

Each PDF entry consists of an individual article or a series on a single topic. Stories may originate from any section of the paper and should analyze or examine trends in the community or society.

Judging will be based on thoroughness, use of artwork and/or photographs, and relevance to a community.

210 Editorial: Best Local Column

Columns may be on a single topic or a variety of topics, including sports, business, general, music, the arts, etc. They must be written by a regular staff member and be a regular feature of your paper.

Each PDF entry consists of three columns highlighting the work of a single columnist.

Judging will be based on quality of writing, originality, and imagination.

211 Editorial: Best Sports Story

Each PDF entry consists of the best single sports story (with jump pages) published in one issue.

Judging will be based on quality of reporting, clarity of writing, importance to reader, and impact of headline & lead.

212 Editorial: Best Spot News Coverage

Entries in this category will consist of one or more stories related to a single news topic and appearing in a single issue of the paper or on a web page posted on a single date. Entry consists of full published page(s) and URL(s) where judges can access the entry.

Judging will be based on quality of reporting, clarity of writing, timeliness, importance of story to readers, effective quotes, and impact of headlines.

213 Editorial: Best Writing

The emphasis of this category is exclusively on writing, and entries should represent the best writing in the industry. The nature of the event covered should not dictate the quality or value of the writing. There are no limitations on the types of stories or features that can be submitted, but all must be written by a regular staff member.

Each PDF entry consists of three examples (with jump pages) of a single writer's work.

Judging will be based on craftsmanship and writing excellence.

214 Editorial: Public Service Journalism

Printed Entries. Public service journalism is journalism that achieves a positive result. This might be a focus on a problem or project that prompted government or community action to correct or accomplish it.

Submit your best **single example** of public service journalism. Include a one-page summary describing how the newspaper's coverage led to the action. Coverage may span more than one year but must have a conclusion in 2019.

Oregon judges will be selected by the ONPA Contest Committee. Judging will be based on significance of the results, and on the creativity, force, & clarity of effort shown by the paper.

CATEGORY DESCRIPTIONS (CONTINUED)

Important Note:

Entries in all categories are to be submitted as **PDF files** unless it begins with “**Printed Entries**”. Each newspaper may submit up to **three entries** per category unless otherwise noted.

215 Editorial: Best Story of the Year

The emphasis in this category is on pure journalistic excellence: writing, information gathering, and being in the right place at the right time.

It is open to both General and Associate Members in three groups: Daily, Multi-Weekly, and Weekly. It recognizes one story as the most outstanding - based on both presentation and topic. Entries must be a single story, but maybe one of a series. These stories may be entered in other categories as well.

Each newspaper is limited to a **single entry**.

Judging will be based on the compelling qualities of the story and how well it holds the reader's interest, quality of reporting, clarity and quality of writing and the story's impact-plus any other criteria judges deem applicable.

216 Editorial: Best Government Coverage

Each PDF entry consists of a single story (plus any pertinent sidebars) that report(s) on actions of a state, county or city/local legislative elected or appointed body. **One entry** per newspaper.

Judging based on clarity of writing & thoroughness of reporting, including any enterprise by the reporter in providing information not included in government handouts. A brief explanation of the situation (setting the context and explaining any obstacles encountered) may be included to help judges evaluate the entry.

301 Graphic Arts: Best Page One Design

Each newspaper should submit **one** PDF containing the front page from each of three issues published any three days during the contest period.

Judging will be based on use of headlines, use of photography, content, makeup, and typography.

302 Graphic Arts: Best Graphics

Entries should exemplify the best use of locally produced hand-drawn or digitally-generated graphics. Each PDF entry consists of a full page (plus article jump pages) containing a color or black and white illustration, chart, graph, or other supporting art by one artist.

Judging will be based on impact, attractiveness, and relevance.

303 Graphic Arts: Best Feature Photo

This is the category for “arty” and unusual photos. No commercial photos are eligible. Each PDF entry consists of a full published page containing the entered photo in context, and an original of the photo in baseline JPEG format for judges’ review per the digital entry rules for photography.

Judging will be based on news value or human interest quality, originality & imagination, and photo technical quality.

304 Graphic Arts: Best News Photo

Subjects must be un-posed for this category: this competition is for news photos only. Photo must be a breaking news photo. No commercial photographs are eligible.

Each PDF entry consists of a full published page with the entered photo in context & an original of the photo in baseline JPEG format for judges’ review.

Judging will be based on news value, originality & imagination, and photo technical quality.

305 Graphic Arts: Best Photo Essay

Each entry may be made via PDF’s of the newspaper page or web page. Online slide shows and commercial photos are not eligible. PDF entry consists of full published pages containing one example of a single story told through multiple photos, with or without text.

Also, please be sure to include originals of the photos in baseline JPEG format for judges’ review.

Judging will be based on news value or human interest quality, originality & imagination, and photo technical quality.

306 Graphic Arts: Best Sports Photo

Each entry consists of a PDF of one full published page containing a single photo or up to three photos in a continuous series. Please be sure to include the original(s) of the photo(s) in baseline JPEG format for judges’ review. No commercial photos are eligible.

Judging will be based on news value, originality & imagination, and photo technical quality.

ONLINE CATEGORIES

Each of these entries must consist of a **single web address (URL)** from which the judge can access the material.

For each entry in categories 403, 404, and 405, create a presentation with a link you will provide for the judge.

Place copies of all materials in a temporary area on your newspaper's web site. They must remain in place until after the convention. If those copies span more than one web page, create another page that links to each page of materials.

Judging will be based on the criteria given for the category, and not on the quality of the entry presentation itself.

Only one entry is allowed in each online category, and except for categories 401 & 402, no entry can be submitted in more than one category.

401: Best Overall Web Site

The entry in this category is the address of your newspaper's home page. The judge will view the site at an unspecified time during the judging period.

Judging will be based on design, content, interactivity, ease of use, and connection with the local community.

402: Best Web Design

The entry in this category is the address of your newspaper's home page. The judge will view the site at an unspecified time during the judging period. This category differs from Best Overall Web Site in that it is judged solely on design.

Judging will be based on attractiveness, logical design, and graphical quality.

403: Best Web Project

This entry consists of your online presentation of a single topic. Projects should be innovative, visually appealing, and sufficiently interactive to engage readers. The entry presentation may include a short verbal description of the project and a description or images of any promotion done in print.

Judging in this category will be based on innovation, visual quality, interactivity, and effectiveness.

404: Online - Best Multimedia Element

This entry is a single online element, such as a slideshow, video, or audio, used to tell a story that serves the community. It may be part of a larger project or stand on its own. The entry presentation may include a short verbal description of the entry.

Judging will be based on visitor experience & engagement, and on creative use of technology.

405: Best Online Coverage of Breaking News

This entry presents online coverage of a single news event within a 24-hour news cycle. This may include the first online news bulletin, any multimedia or social media elements through which the story was developed, and the ultimate web presentation of the story.

The entry presentation may include video, audio, photos or photo galleries, partial or full web pages, or screenshots of presentations (including Twitter or Facebook updates).

Judging will be based on quality of coverage, interactivity, and creative use of technology & resources.